

 <p>eco roof INCENTIVE PROGRAM</p>	<p>The Eco-Roof Incentive Program provides incentives for the installation of green and cool roofs on Toronto's buildings.</p> <p>Initiated in 2009 and enhanced in 2017, the program has funded more than 350 eco-roofs to date.</p> <p>The program is completely self-sustaining with funding coming from the cash-in-lieu policy tied to the Green Roof Bylaw.</p>
<p>Eligible Buildings</p>	<p>Residential, Industrial, Commercial, Institutional – see website for eligibility details</p>
<p>Green Roof Incentive <i>Green roofs support vegetation.</i></p>	<p>\$100 per square metre</p>
<p>Cool Roof Incentive <i>Cool roofs have a membrane that reflects the sun's rays.</i></p>	<p>\$2 to \$5 per square metre</p>
<p>Benefits of Eco-roofs</p>	<ul style="list-style-type: none"> • Improve energy efficiency, lower heating / cooling costs • Extend the life of a roof • Improve air quality • Cool the air and reduce urban heat • Reduce noise • Reduce storm water runoff • Create habitat and support biodiversity
<p>SAMPLE ARTICLE FOR WEB/PRINT</p>	<p>Green and Cool Roof Grants Time for a new roof? The City offers incentives for the installation of green and cool roofs on Toronto's residential, commercial, industrial and institutional buildings. Green roofs are eligible for \$100 per square metre, cool roofs from \$2 to \$5 per square metre. You can also get a grant to assess the capacity of your building to support a green roof. Learn more and apply. Eco-Roof Incentive Program.</p>
<p>SAMPLE TWEETS</p>	<p>Time for a new roof? Green or cool your roof with a #CityofTO incentive http://bit.ly/2ppCG4q</p> <p>Be cool AND green this summer. Install an ecoroof with a #CityofTO incentive http://bit.ly/2ppCG4q</p>
<p>More Information</p>	<p>Web: livegreentoronto.ca Annemarie.Baynton@toronto.ca, 416-392-1848</p>